Australia—Population and Demographic Indicators: Mid-1981

Total Population ('000)	14,926.8
Males ('000)	7,449.6
Females ('000)	7,477.2
Birth Rate (per thousand)	15.8
Death Rate (per thousand)	7.3
Rate of Natural Increase (per thousand)	8.5
Net Migration Rate (per thousand)	8.0
Rate of Growth (percent)	1.6
Median Age	29.6
Population Aged 0-14 (percent)	25.0
Population Aged 65+ (percent)	9.7
Sex Ratio (males per 100 females)	99.6
Infant Mortality Rate (per 1,000 live births)	10.0
Life Expectancy at Birth, all	74.8
Males	71.4
Females	78.4
Total Fertility Rate	1.9
Median Age at First Marriage, Males	24.4
Females	22.1
Median Age at First Divorce, Males	35.5
Females	32.8
Unemployment Rate, all (percent)	6.6*
Males	5.6*
Females	8.2*
Participation Rate, all (percent)	60.9*
Males	77.4*
Females, all	44.7*
Females, married	42.4*

*May 1982

Source: *Australian Statistical Yearbook, 1983*

Singapore Urges College Women to be Mothers

Singapore's Prime Minister, Lee Kuan Yew, wants the best of both worlds. There is a shortage of labor in his country and he wants the best-educated women to work for a living, as three-quarters of them already do. He also wants them to combine this with marriage and children, to change what he calls a lopsided pattern of reproduction.

The country's 1980 census showed that women with higher or further education bear only 1.7 children, on average, compared with 3.5 for women with no education. The prime minister says he regrets that, among women who are age 30 or over, almost one in five with higher education is single as against one in 25 of those with no education.

He cites controversial research from the University of Minnesota to claim that inherited traits are four times more important than those acquired by upbringing. He fears that the quality of Singapore's population will deteriorate unless educated women opt for both marriage and motherhood.

His remarks have caused a furor. Critics say it is reminiscent of Adolf Hitler's vision of a master race and of the regimented society portrayed by George Orwell in his book *1984*. That these criticisms have found their way into Singapore's usually compliant newspapers suggests that the prime minister favors a frank debate as a way of persuading educated women to heed his views.

There is, however, a conflict between the two aims. Statistics show that in Singapore marriage is the single biggest factor which keeps women from going out to work. One study shows that among women with secondary education or better, 90 percent of the single ones have jobs, but only 43 percent of the married ones. More of the married women with higher education (42 percent) elected to be full-time housewives than those with secondary schooling (38 percent).

Figures to explain this are not available. There have been no surveys to relate preferences between homemaking and jobs to educational achievements. Sociologists have a theory, however. They blame conditions at work.

Males are paid more, on every rung of the hierarchy. For employees with higher education, the men get an average 53 percent more than women. This is partly because employees are reluctant to give women responsibilities in case their chores as mothers oblige them to take breaks from work. This encourages women who want to have successful careers to opt out of motherhood or at least to keep household duties to a minimum by having fewer children.

For women in the lowest paid jobs (assembly work for example) the shortage of labor has compelled management to allow work to be done in the home, with some factories introducing four-hour shifts from 6:00 p.m. to 10:00 p.m. But no such arrangements have been made for professional and managerial staff or even in clerical jobs where women outnumber men.

Mothers suffer another handicap. Most people in Singapore live in government housing estates, many of which have nurseries as part of their community centers. But the quality of these is unlikely to meet the needs of a more choosy, well-educated mother. She tends to rely upon domestic help which is increasingly difficult fo find, especially since the recent introduction of measures to reduce the numbers of guest workers, now one-eighth of the population.

A further factor is the policy adopted by Singapore to reduce its birth rate, from 32 per 1,000 people in 1964 to 16 now. This includes a proviso that any child after the second gets no priority in school admission, a dire penalty in a society which puts a high premium on merit. Educated couples would want to avoid

continued on p. 15

Tracking Canada's Baby-Boom Generation

The following article is excerpted with permission from John Kettle's The FutureLetter, *a newsletter on Canadian economics, population, and the general business climate. Non-subscribers to* The FutureLetter *can order Canadian population forecasts to the year 2001 from* The FutureLetter, *135 Maclean Avenue, Toronto, Ontario, Canada M4E 3A5 for $67.*

The concept of an aging society is growing familiar. But does this mean you should now be targeting your market strategy exclusively at old people? It does not. The aging of the population is going to take a long time. Two broad approaches are possible.

For those companies and other institutions that want to address the largest age cohorts, the trick is to "Follow the Big Generation" — particularly, follow the people born around the peak year of 1959, who are aged 25 today. For companies whose market depends on a single age group, the trick is to know when it reaches its maximum size.

Table 1 tracks the largest five-year age group in the population in the years from now to 2001. It is based on recently released data from the 1981 census of Canada. This particular forecast assumes a slow decline in fertility, from today's 1.7 children per woman to 1.4 children per woman in 2001, and a steady annual immigration rate of 0.6 percent.

Regardless of the movement of the Big Generation bulge through the age strata, your product may be suited only to a particular age group. You sell baby food, run a retirement home, manage a school board, or are in custom tailoring. For you, the more important questions are, "Has my market reached maximum size yet? When will it hit the peak? Or how much will it shrink?"

Using the same population forecast, Table 2 shows roughly when each main age group will reach its highest point between the years 1981 and 2001.

The forecasts shown in the tables combine four fertility assumptions with three immigration rate assumptions. In each, the recent trend of the mortality rates is assumed to continue into the future, as are the emigration rate trends, which I believe to be largely related to age and sex, the main years for emigration being ages 20 to 34.

But fertility and immigration rates cannot be assumed to follow recent trends. They are much more susceptible to change. Fertility is changeable because people have wide choice in the size and timing of their families and are more affected by their own circumstances than by any long-term trends. Immigration is changeable because it is almost entirely controlled by Ottawa, the number of immigrants (or more exactly the immigration rate) being determined in relation to the unemployment rate. The higher the unemployment is, the lower the level of immigration allowed.

The forecasts run a gamut of possible fertility and immigration rates that is a little wider than Statistics Canada has recently looked at, but which I think can be justified by social and economic shifts we are going through now, or soon will be — notably the continuing movement of women out of the home and into the workplace.

Canada's Population: 1981-2001

(in thousands)

Table 1: Peak year for five-year age groups

(fertility in 2001: 1.4, immigration rate throughout: 0.6 percent)

Year	20-24	25-29	30-34	35-39
1981	2343.8	2177.6	2038.6	1630.2
1983	**2348.1**	2255.1	2097.7	1780.8
1985	2305.4	2300.8	2160.2	1895.3
1987	2245.1	**2313.1**	2213.1	1994.6
1989	2183.9	2299.8	2248.7	2073.2
1991	2130.1	2271.1	**2265.2**	2134.1
1993	2086.7	2235.5	2265.0	2177.1
1995	2053.6	2199.4	2252.5	2203.2
1997	2029.1	2166.3	2232.5	**2214.8**
1999	2010.5	2137.8	2208.8	2214.7
2001	1995.4	2114.2	2184.6	2206.5

Table 2: Changes in ten-year age groups

(in thousands)

(fertility in 2001: 1.4, immigration rate throughout: 0.6 percent)

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
1981	3560.2	4235.4	4521.4	3668.8	2593.3	2423.4	1823.6	1066.1	450.6
1986	3636.5	3866.2	4586.9	4137.3	3033.2	2462.6	1991.3	1233.9	533.3
1991	3607.0	3745.1	4401.2	4399.3	3530.6	2661.4	2109.5	1380.8	645.4
1996	3471.0	3698.2	4222.8	4453.8	3923.1	2996.8	2251.6	1508.0	772.7
2001	3278.1	3626.7	4109.5	4391.1	4154.7	3362.7	2468.3	1633.1	907.9

Table 3: Assumptions and results for six forecasts

	Assumptions		*Numbers in 2001:*		
Forecast	Fertility rate in 2001	Immigration rate 1981-2001	Births	Immigrants	Total Population
No. 1	2.0	0.8%	446,000	242,000	30.6 million
No. 2	1.7	0.8%	376,000	237,000	29.9 million
No. 3	1.7	0.6%	354,000	170,000	28.6 million
No. 4	1.4	0.6%	289,000	168,000	27.9 million
No. 5	1.4	0.4%	272,000	107,000	26.7 million
No. 6	1.1	0.4%	212,000	104,000	26.1 million

Source: The FutureLetter, Toronto, Ontario.

At the low extreme, one pair of fertility and immigration assumptions actually produces a future in which the population of Canada grows by less than 2 million over the next 20 years, reaches a peak, and starts to decline — all in this century. At the high extreme, the population adds another 6 million and grows past 30 million by century's end.

Table 3 shows the assumptions and some results in 2001 for six of the forecasts.

In all cases, births contribute about twice as many additional people to the population as immigration does. Only the lowest fertility rate and the highest immigration rate produce results of about the same size. And not only is the number of births more important to the size of the Canadian population, it is almost entirely responsible for its shape. Immigrants come in all ages, and are in effect scattered throughout the age strata in the population, while the new-born are all of one age.

The population is aging, of course. In 1981, half the people in Canada were under the age of 30, but by 2001, according to the highest population forecast (that is, the one with the largest number of new young people), the median age will be close to 35, and in the lowest forecast (the one with the fewest new young people), half the people will be over age 38. •

Publications / *cont. from p. 9*

In addition to its general findings, the book discusses in detail, trade statistics for the Japanese market, obstacles, present and future successes, challenges, and opportunities, with specific chapters on opportunities in financial services, computer software services, medical management services, video tape rentals, and truck leasing.

Structural Change and Prospects for Urbanization in Asian Countries by Gavin W. Jones, 1983, Honolulu: Hawaii: East-West Population Institute, 46 pp., $12, 8 issues per year.

If urbanization takes place as rapidly as past trends would indicate, Asian cities such as Calcutta and Bombay could have as many as 40 million people by 2025. Even with more moderate growth the United Nations projects that Calcutta will have 15.9 million people and Bombay 16.3 million people by the year 2000.

Some theorists believe that urbanization is necessary in order for a country to modernize, but India and other countries that have low urbanization now and densely settled rural areas probably cannot support the size cities that even moderate growth will produce. Jones argues that it is not urbanization per se that encourages modernization, but rather other circumstances that just happen to be present in urban areas.

"It seems possible that stresses on development of rural education, communications, community development efforts, and rural industry, linked with the greater pliability of rural populations in the face of strong government programs, could mean that the developmental aspects of urbanization could equally be captured in rural areas," Jones concludes. •

Singapore / *cont. from p. 13*

inflicting this on their children and so they limit the size of their families.

Lee Kuan Yew, and the colleagues who agree with him, do not address these problems. They cannot, unless they make distinctions between the rich and the poor, the better educated and the less educated. Their thoughts have turned instead to solutions such as matchmaking by computers, currently popular in Japan, or adding to the university curriculum a program to encourage marriage and child-bearing.

But if actual reproduction is "lopsided", as Lee contends, the evidence suggests that the problem is not the lack of motivation but the sacrifices that mothers will have to make in their careers or leisure to meet the prime minister's expectations. •

—Dilip Mukerjee
—People News/Features

Strategic Demographics in Asia

The *Asian Wall Street Journal Weekly* and *International Demographics* join forces March 28 at the San Francisco Hilton to present a one-day seminar on using demographics to expand Asian trade.

Robert Keatley, publisher of the *Asian Wall Street Journal* in Hong Kong, will keynote the seminar with an assessment of the business climate in Asia.

Doris Walsh, editor of *International Demographics*, will take a country-by-country look at the demographics of the region, focusing on the growing middle class, rising educational levels, and increasingly skilled labor force.

David Mozingo, president of Califas, Ltd., a firm that represents companies in China, will share his unique insights into opportunities available in the Chinese market.

The afternoon program will feature four speakers, each of whom will use case studies to lead the participants through some aspect of entering the Asian market. Will Pilcher, strategic market research director for Levi Strauss International; Gordon Stiegler, a former vice president of Carnation Company, and Megumi Niimura, senior vice president of Young and Rubicam/Dentsu will give advice on advertising, planning, and product adaptation and market research in Asia.

Cost of the conference is $240 for members of the Demographic Institute or $280 for non-members. Participants who elect to also attend the U.S. demographics in strategic planning conference the next day at the same location will pay a combined rate of $380 for Institute members or $440 for non-members.

To register or obtain a brochure, call Ellen Marsh, toll-free, at (800) 828-1133. (NYS residents call (800) 462-8686.) •

Coming Next Month

Seekers and Climbers both offer potential markets to consumer goods companies. How to use clusters to make initial market assessments.

Profile: Modern Ireland goes east and urban.

Sources

(UNESCO) The United Nations Educational, Scientific and Cultural Organization

Editor's Note: On December 29, the United States notified UNESCO that it is withdrawing as a member on January 1, 1985. The U.S. has retained its right to change its mind if policies of the organization change. President Reagan objects to UNESCO's attempts to license journalists and create its new world information order described in the article below. The effect, if any, on the availability of UNESCO publications will be reported as it becomes known.

While other committees of the United Nations discuss political entanglements and argue about protectionism, the United Nations Educational, Scientific and Cultural Organization (UNESCO) is more concerned with helping nations make better use of their resources — both human and natural.

Since its founding in 1946, one of UNESCO's primary concerns has been to eliminate illiteracy, a condition it believes contributes to the slow development of some nations. Particular attention is devoted to vocational training and skills that can be used in the socio-economic development of countries where illiteracy rates remain high.

Besides its concern with the development of human potential, UNESCO also funds scientific studies such as the effects of man-made pollution and the evaluation of mineral wealth buried beneath the sea. And, it campaigns to safeguard the world's cultural heritage. Sites and monuments such as those in Nubia, Egypt; Sukhothai, Thailand; Venice, Italy; and the Athens-Acropolis, Greece have received public attention, mainly as a result of UNESCO's efforts.

Currently, the Paris-based organization's agenda includes the controversial "New World Information and Communication Order" that would regulate the flow of information from less developed countries and curtail the privileges of news wire services such as Associated Press, United Press International, Reuters, and Tass that are believed to report news "damaging" to Third World countries. UNESCO maintains that information should not turn into an instrument of power for the exclusive use of those who possess technology to allow them to disseminate news. The organization hopes for a gradual improvement in the attitudes and education of journalists and a sharp decrease in inaccurate reporting.

The general public has access to the work of UNESCO through an extensive list of publications.

The most important publication from the researcher's point of view is the *UNESCO Statistical Yearbook* (the 1982 edition is priced at $109.75 and is the latest available). Its 11 sections include data on illiteracy (male and female); school enrollment by sex and age; pupil-teacher ratios; expenditures on education, research and development in scientific and technical areas; the number of personnel working in science and technology; the number of book titles published; the languages into which books are translated; the number of museums and the number of visitors per year; libraries and their holdings; number and circulation of daily and weekly newspapers; theater and film performances and number of attendees; and radio and television broadcasting data. Each table offers aggregate and country-by-country data.

The Statistical Digest 1982 ($11.50) includes a summary of basic statistics available on a country-by-country basis, including general demographic data.

A report on the new information order, *Many Voices, One World: Communication and Society Today and Tomorrow*, costs $19.75.

Another recent report on social issues is *Living in Two Cultures: The Socio-Cultural Situation of Migrant Workers and Their Families* (1982), at $52.00.

A valuable collection is the Studies and Documents on Cultural Policies series which includes many countries, each priced separately. For example, *Cultural Policy in the Kingdom of Saudi Arabia* costs $9.25, whereas *Cultural Policy in Peru* is priced at $5.25.

Of particular interest to demographers will be Ta Ngoc Chau's *Demographic Aspects of Educational Planning* (1980-$6.00) which contains useful data on the relationship between demographic realities in many less developed countries and their educational planning.

Periodicals of potential interest include the following:

The UNESCO Courier — official monthly illustrated magazine in 25 languages, including English, $16 per year.

International Social Science Journal — state-of-the-art information on selected disciplines analyzing diverse subjects from "Women in Politics," to "Sporting Life" and treating speculative topics such as Dilemmas of Communication, $37 for four issues.

Educational Documentation and Information — quarterly that describes and evaluates documents about education ranging from environmental education to in-service teacher training, $18.

Cultures: Dialogue Among Peoples of the World — quarterly review devoted to cultural themes — literature, anthropology, sociology, linguistics, religion, music and artistic values, $37.

Many UNESCO publications are available through UNIPUB. By writing to them at 1180 Avenue of the Americas, New York, NY 10036 or telephoning (212) 764-2791, you can be added to the UNIPUB mailing list and receive a UNESCO catalogue. Orders for books and journals should be placed with UNIPUB, P.O. Box 433, Murray Hill Station, New York, NY 10157; telephone toll free 1-800-521-8110 or in Michigan, 313-761-4700. For documents unavailable through UNIPUB, contact UNESCO, 7 Place de Fontenoy, 75700 Paris, France. •

—Joseph Kechichian

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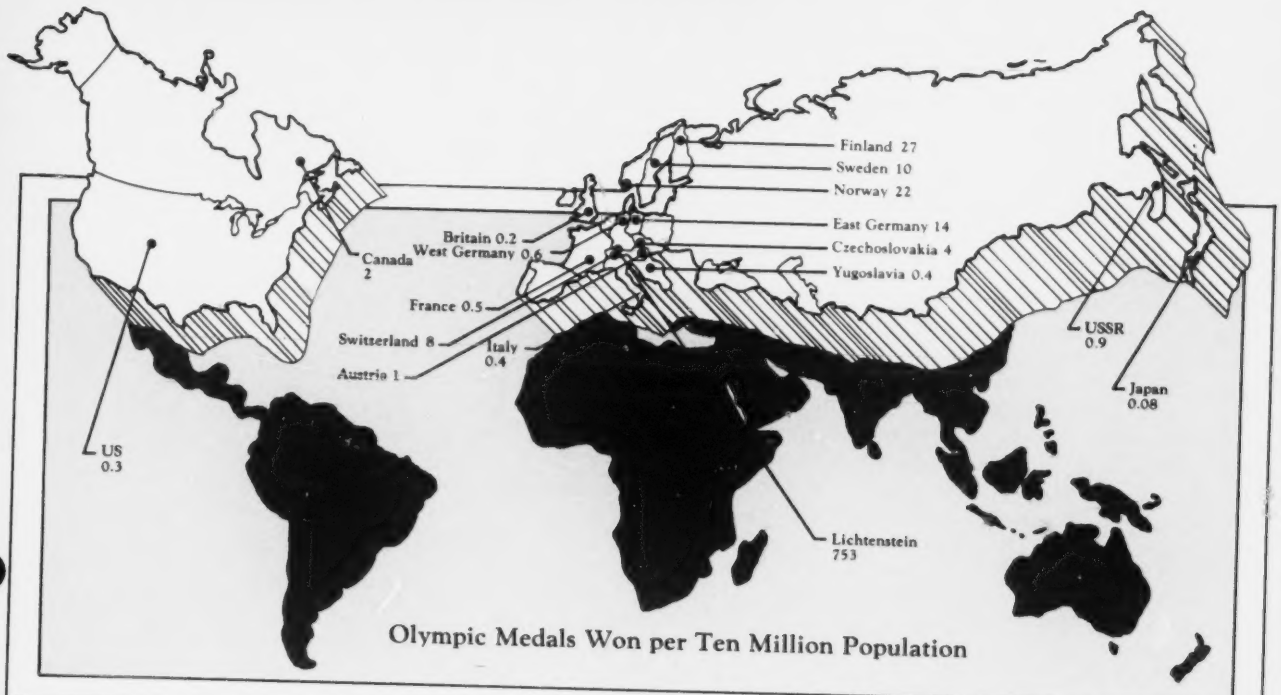

Olympic Medals Won per Ten Million Population

Olympic Games

Seventeen nations won 117 medals at the Winter Olympics in Sarajevo, Yugoslavia, last February. The Soviet Union took home 25 of them. East Germany won 24, Finland 13, and Norway 9. The United States tied with Sweden in fifth place, winning 8 medals.

On a per capita basis, the Soviets' 25 medals pale in comparison to the 2 won by Lichtenstein. Based on population size, the Soviet Union should have won more medals than any other country; tiny Lichtenstein should not have won any medals at all.

The Soviet Union won 1 medal for every 11 million people in its population of 272 million. Lichtenstein won 1 medal for every 13,500 people in its population of 27,000, the equivalent of 753 medals per 10 million population. If Lichtenstein's population was the size of the Soviet Union's, Lichtenstein alone would have won more than 20,000 medals at Sarajevo, if there had been that many to give away.

The rankings of Olympic medal winners are dramatically different on a per capita basis — when a country's population size is taken into account. Following Lichtenstein's commanding lead are Finland and Norway, each winning the equivalent of more than 20 medals per 10 million population. East Germany came in fourth with 14 per 10 million. The USSR ranked 10th in medal victories on a per capita basis.

The United States, the second largest country represented at the Olympics, should have won more medals than any other nation except the Soviet Union. Instead, it ranked 5th with its 8 medals and a poor 15th among the 17 medal winners on a per capita basis, with 0.3 medals won per 10 million Americans. Only Britain and Japan fared worse.

Japan, with a population of 119 million, won only 1 medal, the equiv-

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alent of just 0.08 medals per 10 million population. If the nations that won medals at the Olympics had all performed at Japan's rate, only 5 medals would have been given away. If all had performed at Lichtenstein's rate, then more than 72,000 medals would have been won at the Winter Olympics. •

—Cheryl Russell

Around the World

International Union for Scientific Study of Population

If you like to plan in advance, put this on your 1985 calendar. The 20th general conference of the International Union for the Scientific Study of Population will be held June 5-12, 1985 in Florence, Italy. The meetings attract more than 1,000 specialists in population studies from throughout the world.

For further information on the program, contact Bruno Remiche, Executive Secretary, International Union for the Scientific Study of Population, Rue des Augustins 34, B-4000 Liege, Belgium.

Working Women Worldwide

Female labor force participation rates in four of nine foreign countries tracked by the United States Bureau of Labor Statistics are similar to those in the United States. Consumers markets in these countries should be monitored for the effect of working women.

The labor force participation rates reported in the January 1984 *Monthly Labor Review* show the percent of all women of working age who are in the labor force. The rates have been adjusted to approximate U.S. definitions.

Canada, Japan, Sweden and Australia are the four countries whose labor force participation rates for women were most similar to those in the United States in 1982. Great Britain and France also had similar rates in 1981, but 1982 data were not available.

Sweden's 1982 labor force participation rate for women was the highest at 60.7 percent. The rate in Canada was 51.6 percent, and in Japan, 47 percent. The rate in the United States was 52.6 percent. Great Britain reported a 48.1 percent rate and France a 43.1 percent rate in 1981.

Rates for Italy, the Netherlands, and West Germany were the lowest, at 29.9 percent for Italy, and 38.9 percent for West Germany in 1982, and a 1981 rate of 33.3 percent for the Netherlands.

Increased numbers of women in the labor force can affect business in all sorts of ways. In Great Britain, for example, where the labor force participation rate of women is nearly 50 percent, dairies are trying afternoon deliveries to catch women when they are at home.

Source: *The Monthly Labor Review.*

Health Data Guide Available

An International Health Data Reference Guide is available free from the U.S. Department of Health and Human Services. The guide, which includes information on 15 countries, does not give data but rather indicates the latest year for which data are available and gives addresses where such data can be obtained.

The United States, Canada, Japan, and Australia are the only non-European countries included in the 15.

Order the guide (DHHS Publication No. (PHS) 84-1007) from the U.S. Department of Health and Human Services, Public Health Services, National Center for Health Statistics, 3700 East-West Highway, Hyattsville, MD 20782.

West Germany's Birth Rate Falls

The West German birth rate fell to 10.1 births per 1,000 inhabitants in 1983, the lowest of any country in the world. Over half of the country's 22.8 million families are without children, according to the Federal Bureau of Statistics in Weisbaden and more than half of families that do have children have only one.

Reasons cited for the downward trend include the birth control pill, legalized abortion, and women's preference for work to caring for children. In addition, growing numbers of couples who want children are unable to have them and are turning to hormone therapy, sperm banks, and adoption.

No Mid-Decade Census in United Kingdom

The United Kingdom was considering having a Census of Population and Housing in 1986, but the idea has been rejected because of the cost and the burden on the public, according to the Office of Censuses and Surveys. Therefore the OPCS will continue to release detailed information from the 1981 census and plans the next complete census for 1991.

The Gambia's 1983 Census Results

A preliminary assessment of the April 1983 census of The Gambia shows that there were 695,886 people present in the country at the time of the census. The Office of Statistics estimates that the preliminary total is off by plus or minus 20,000 people.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST•

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Population Shifts in War-Torn Lebanon

Lebanon has not had a census since 1932. Recent events have presumably altered the population structure as both Lebanese and non-Lebanese have emigrated, the death rate has remained high because of war and the disruption of medical care, supplies, and facilities, and people's normal living patterns have been interrupted.

Yet, a reasonable assessment of the age and sex distribution of the population is important for political, economic, public policy, and business reasons.

Robert H. Weller, professor of sociology and a research associate at the Center for the Study of Population, Institute for Social Research, Florida State University, Tallahassee, has studied the population of Lebanon thoroughly and made estimates of the population for 1982. Although Weller has written a paper detailing the methodology for his estimates, he nonetheless calls them "educated guesses based on likelihood and plausibility."

"The estimates should be regarded as general indicators of population change and composition rather than taken as accurate in exactness," Weller says.

Weller estimates the June 1, 1982 total population of Lebanon at 2,952,571 people. This total takes into consideration net emigration since 1975 of about 600,000 people.

"Despite the exactness of the numbers themselves, the general nature of the estimations should be stressed," Weller says.

Urban Areas

Greater Beirut consists of the city of Beirut and surrounding suburbs. Most of Greater Beirut's population growth between 1975 and 1980 took place in the suburbs. The events following 1975, when the civil war escalated, caused the destruction of central Beirut and a massive exodus of western foreigners, most of whom lived in the city rather than in the suburbs. Even before 1975, most of the internal migration into Greater Beirut was into the suburbs, and birth rates were higher in the suburbs than in the city.

From 1975 to 1982 there was war and massive relocation of the popu-

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Estimated Population of Lebanon by Age and Sex: June 1, 1982

	Number		
Age	*Male*	*Female*	*Total*
All ages	1,453,759	1,498,812	2,952,571
0-4	191,682	185,518	377,200
5-9	182,543	176,382	358,925
10-14	190,831	184,881	375,712
15-19	177,867	172,768	350,635
20-24	134,517	146,842	281,359
25-29	100,516	118,154	218,670
30-34	80,964	88,616	169,580
35-39	63,966	70,552	134,518
40-44	58,014	63,965	121,979
45-49	59,289	61,628	120,917
50-54	57,164	58,651	115,815
55-59	47,814	48,877	96,691
60-64	33,363	34,851	68,214
65-69	28,689	30,814	59,503
70-74	23,588	26,138	49,726
75-79	14,026	17,213	31,239
80+	8,926	12,962	21,888

Population of the City, Suburbs, and Greater Beirut and Other Major Urban Centers by Age and Sex: 1982

	City of Beirut		Suburbs of Beirut		Greater Beirut		Tripoli		Sidon		Zahle		Journieh		Baalbek	
Age	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*
All ages	251,978	257,275	579,456	585,169	831,434	842,444	98,131	99,945	51,914	52,874	22,309	22,721	14,200	14,466	12,141	12,363
0-4	22,627	22,361	73,120	71,690	95,747	94,051	11,612	11,054	6,141	5,847	2,629	2,513	1,679	1,600	1,437	1,367
5-9	27,634	26,614	78,073	74,824	105,707	101,438	13,387	13,486	7,082	7,136	3,043	3,065	1,937	1,950	1,657	1,669
10-14	30,901	31,384	73,546	72,342	104,447	103,726	13,627	13,258	7,209	7,014	3,098	3,015	1,973	1,919	1,686	1,640
15-19	31,085	32,454	65,826	67,425	96,911	99,879	13,048	12,879	6,903	6,813	2,966	2,928	1,888	1,864	1,614	1,593
20-24	27,251	26,444	58,040	65,131	85,291	91,575	9,093	9,957	4,810	5,267	2,067	2,264	1,317	1,441	1,125	1,232
25-29	21,609	23,245	47,892	52,909	69,501	76,154	6,259	7,908	3,310	4,185	1,422	1,798	906	1,145	775	979
30-34	14,411	15,975	39,390	41,051	53,801	57,026	5,337	6,136	2,823	3,246	1,214	1,394	773	888	661	759
35-39	12,177	13,727	31,382	29,048	43,559	42,775	4,187	4,745	2,217	2,511	952	1,079	607	687	518	587
40-44	11,158	11,298	25,210	23,529	36,368	34,827	4,270	3,820	2,259	2,022	970	868	618	552	528	472
45-49	11,458	12,113	22,175	20,639	33,633	32,752	3,361	3,715	1,777	1,964	765	845	486	538	416	459
50-54	12,377	13,029	20,470	19,751	32,847	32,780	3,756	4,258	1,987	2,253	854	968	544	617	465	526
55-59	9,033	7,939	11,204	12,400	20,237	20,339	2,741	2,311	1,452	1,222	624	525	396	336	338	286
60-64	7,306	7,357	10,699	9,696	18,005	17,053	2,537	2,007	1,343	1,061	577	456	367	291	313	248
65+	12,951	13,335	22,429	24,734	35,380	38,069	4,916	4,411	2,601	2,333	1,118	1,003	709	638	608	546

Source: UNESOB (1972b) and Leban (1972-62)

Country Profile

Republic of Ireland

Free-roaming sheep splashed with psychedelic red and blue identifying colors, spade-sculpted bogs, peat in loosely-stacked pyramids to dry — these are some of the memories a visitor brings back from the lush, emerald Irish countryside.

Yet these rustic sights belie that the western countries of the present Republic of Ireland comprise an area reportedly among the first in Western Europe to hold a modern census — the so-called congested regions survey. Compiled by the British in the first half of the last century, when the whole of the country was governed from London, the data were collected for community planning purposes.

Since partition in December 1921 creating the 26-county Irish Free State as part of the British Commonwealth (which Ireland left in 1948), and six-county Northern Ireland as part of the United Kingdom, the government in Dublin has taken ten full or partial censuses, beginning in 1926. The first three were carried out at ten-year intervals. Five-year tabulations were initiated in 1951. The Irish skipped their census in 1976, however, apparently because of budget constraints, and a largely politically-motivated head count was made in 1979 prior to a general election.

Data from the 1979 census are sometimes used in official reports, but this profile is based on the last full census taken on the evening of April 5, 1981. Complete published results are still not available. Austerity financial restrictions were cited for the delay by a government spokesman, when *International Demographics'* correspondent visited Dublin.

Ireland has some 13 different administrative and census divisions. Most important to marketers are probably the provinces, counties, and county boroughs. The four provinces are Leinster, Munster, Connacht, and the three counties of Ulster that are in the Republic. Population centers included in aggregate town data have 1,500 or more residents. Those included in the aggregate rural count have fewer than 1,500 residents.

The April 1981 census counted all people within a local area on the evening of the enumeration and all people not counted elsewhere who arrived the following morning.

Regions and Cities

The 1981 census counted 3,443,405 people in The Republic. (The 1979 population of Northern Ireland was 1,543,300.) Of The Republic's total population, 55.6 percent were in towns compared with 53.2 percent in 1971. Since the 1971-census, the town population increased by 20.8 percent and non-town population increased by 9.7 percent.

Unlike its Western European neighbors, Ireland, both as subjugated and free state, has shown significant population growth only in the past 10 years.

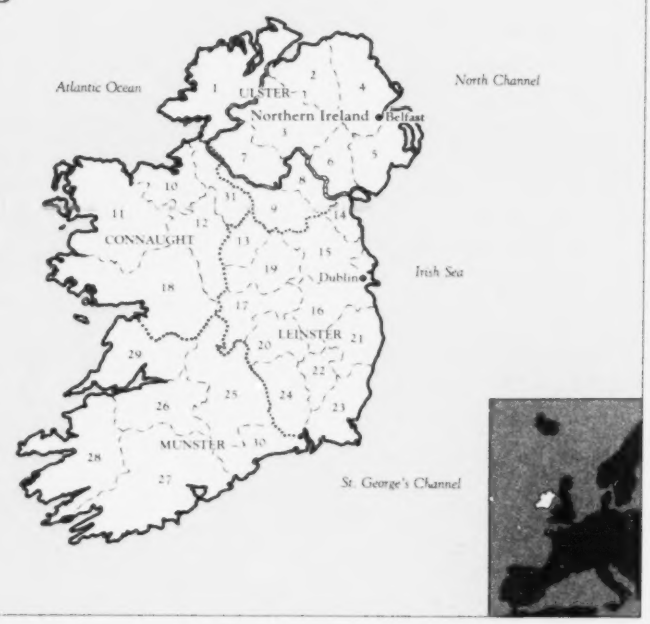
Leinster Province (Dublin and 11 eastern counties) has experienced rapid growth since the turn of the century. But the six-county Munster Province began adding to its population only since 1961. And Connacht Province, with five counties, as well as the three counties of Ulster in The Republic, have recorded popuation increases only since 1979. In the last decade, Leinster grew by 19.5 percent, Munster by 13.2 percent, Connacht by 8.6 percent, and Cavan, Donegal, and Monaghan Counties in Ulster by 11.1 percent.

Surveyors who found "congestion" in an agrarian west before the Great Famine of the mid-1800s which killed off the staple potato crop and, with typhus and cholera, about one million Irish, today would have to look east for population concentration.

Leinster is the most heavily urbanized province. Fifty-two percent of Ireland's population is found in

IRELAND

1. Donegal
2. Derry
3. Tyrone
4. Antrim
5. Down
6. Armagh
7. Fermanagh
8. Monaghan
9. Cavan
10. Sligo
11. Mayo
12. Roscommon
13. Longford
14. Louth
15. Meath
16. Kildare
17. Offaly
18. Galway
19. Westmeath
20. Laois
21. Wicklow
22. Carlow
23. Wexford
24. Kilkenny
25. Tipperary
26. Limerick
27. Cork
28. Kerry
29. Clare
30. Waterford
31. Lestrim



Leinster, 38 percent in its towns. In Dublin alone, the population has increased in the last decade by 83 percent or over 190,000 people.

Population in southwestern Cork — Ireland's second city — increased by 19 percent. Donegal, the most northwesterly county, has no concentration remotely approaching that of the east. Communities ranging from 50 to 1,500 people account for 80 percent of Donegal's population.

Ireland's overall population density is only 49 people per square kilometer, compared with the Common Market average of 170 people per square kilometer. But going east and urban is an unswerving trend in modern Ireland, and more than half the Irish population now live in urban areas.

Vital Statistics

There were 695,000 births in Ireland from 1971 to 1981 and 333,000 deaths. Ireland's infant mortality rate was 11 deaths per 1,000 births, comparable with most Common Market countries. Marriage, birth, and death statistics are not collected in the census, but are taken from central registry office records.

The average number of children an Irish woman will have in her lifetime (total fertility rate) has declined from about four children in the mid-1960s to about three children in 1980.

Irish men are on the average marrying at age 26, 4 years younger than in 1961. Average age at marriage for Irish women has dropped from 27 years to 24 years, and they are having their first child at age 28, more than 2 years earlier than was the case in the 1950s.

Whether the decline in fertility will continue remains to be seen. Birth-control devices for both men and women cannot be purchased officially without a doctor's prescription in the 94 percent Roman Catholic Republic. Some doctors' and women's groups oppose the legal ban, but risk fines and imprisonment. Last summer a women's organization flaunted the decades-old law by installing a condom-dispensing machine in a public place.

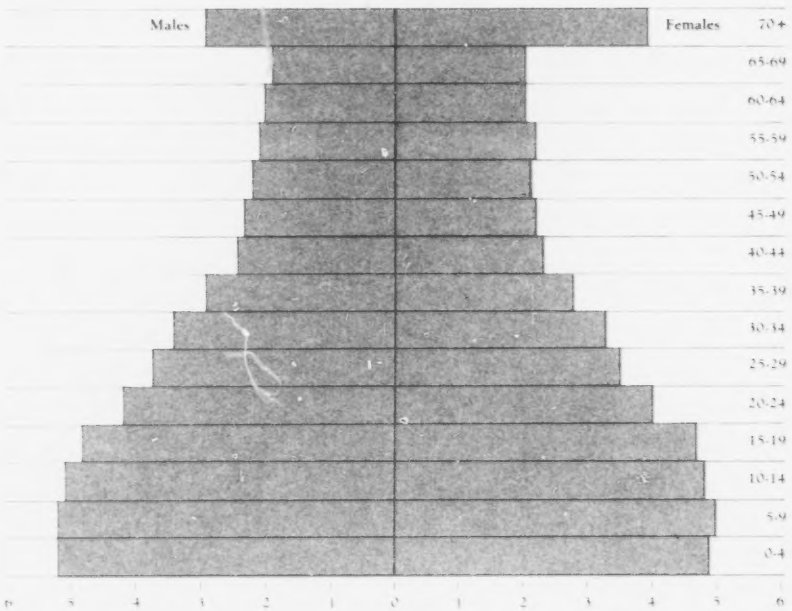
After a heated and polarized debate, Irish citizens voted to add a "right-to-life" amendment to their constitution, allowing abortions only in extreme and vaguely-defined circumstances. Application of the law, at least in the view of liberal legal and medical professionals, will be as controversial as was its passage. The wording of the amendment appears to give equal rights to the unborn child and the mother, and it is unclear about what action is to be taken if the lives of both the mother and infant are at risk during pregnancy and delivery.

Divorce is another area of Irish life that is changing. The law that prohibits divorce is being challenged in the European Court of Justice by one "common-law" couple who live together because one member cannot legally divorce.

The divorce prohibition affects the census findings on marital status. Respondents were asked to declare their legal standing as single, married, widowed or "other status." The last category was intended to refer only to people who had obtained a divorce in another country, according to the census formulators. However, about 13,900 people — 9,000 of them women — opted for

Estimated Population of Ireland by Age and Sex:1981

(in percent)



Age	Total	Males	Females
All Ages	3,443,400	1,731,700	1,711,800
0-4	347,600	178,500	169,100
5-9	349,000	177,800	171,200
10-14	341,300	174,400	166,900
15-19	327,800	166,000	161,800
20-24	280,600	144,100	136,500
25-29	247,800	126,800	121,000
30-34	233,600	118,500	115,100
35-39	193,600	98,900	94,700
40-44	164,300	84,100	80,300
45-49	154,700	78,300	76,500
50-54	149,000	76,500	72,500
55-59	148,200	72,900	75,200
60-64	138,000	69,500	68,500
65-69	133,500	65,000	68,600
70+	234,400	100,500	133,900

Source: Central Statistics Office, Dublin

"other status," and they were summarily lumped in the "married" category.

The official explanation for this statistical procedure is that some who declared "other status" gave additional information which, in most instances, indicated that their legal status was "married." In the 1979 head count, only 7,624 people, including 5,245 women, chose the "other status" category.

Households

The 1981 census estimated 907,800 households, an increase of about 177,000 in the past decade. The traditionally large Irish family is also on the decline. Average household size declined slightly from about 3.94 people per household in 1971 to 3.66 people per household. Although household size is declining, Ireland's birth rate is still the highest among Common Market countries. Its population is also Europe's youngest. More than half the Irish are under age 25.

The 5 percent census sample found that one-person households increased by 50 percent in the past decade and now represent 17 percent of total households. In Dublin, one-person households are nearly 24 percent of all households, the highest of any county in Ireland. Two-person households are still the largest share of all households at 20.6 percent. Households of 7 or more people declined over the decade and are now 10.6 percent of all households.

About half of all homes are owned outright and about three-quarters are owner-occupied. Most private homes in urban areas are two-story, single family houses with three or four bedrooms and two living rooms. Apartments have been more popular since the late 1970s. The fabled straw thatching atop Irish cottages is little in evidence today.

Population and Households of Each Province, County and County Borough, 1981

Province, County or County Borough	*Population 1971*	*Population 1981*	*Percent Change*	*Households in 1981*
TOTAL	2,978,248	3,443,405	15.6	907,800
LEINSTER	1,498,140	1,790,521	19.5	470,200
Carlow	34,237	39,820	16.3	10,000
Dublin Co. and Co. Borough	852,219	1,003,164	17.7	252,700
Dublin Co. Borough	567,866	525,892	*7.4*	*150,000*
Dun Laoghaire Borough	53,171	54,496	*2.5*	*15,900*
*Dublin**	231,182	422,776	*82.9*	*102,700*
Kildare	71,977	104,122	44.7	25,800
Kilkenny	61,473	70,806	15.2	18,100
Laoghis	45,259	51,171	13.1	12,900
Longford	28,250	31,140	10.2	8,600
Louth	75,104	88,514	17.9	23,000
Meath	71,576	95,419	33.3	24,300
Offaly	51,529	58,312	12.6	14,800
Westmeath	53,570	61,523	14.8	15,700
Wexford	86,351	99,081	14.7	25,300
Wicklow	66,295	87,449	31.9	23,100
MUNSTER	882,002	998,315	13.2	262,200
Clare	75,008	87,567	16.7	23,500
Cork Co. and Co. Borough	352,883	402,465	14.1	106,000
Cork Co. Borough	*128,645*	*136,344*	*6.0*	*35,700*
Cork	*224,238*	*266,121*	*18.7*	*70,300*
Kerry	112,772	122,770	8.9	32,800
Limerick Co. and Co. Borough	140,459	161,661	15.1	41,600
Limerick Co. Borough	*57,161*	*60,736*	*6.3*	*15,200*
Limerick	*83,298*	*100,925*	*21.2*	*26,400*
Tipperary, N.R.	54,337	58,984	8.6	15,400
Tipperary, S.R.	69,228	76,277	10.2	19,800
Waterford Co. and Co. Borough	77,315	88,591	14.6	23,100
Waterford Co. Borough	*34,226*	*38,473*	*12.4*	*9,700*
Waterford	*43,089*	*50,118*	*16.3*	*13,400*
CONNACHT	390,902	424,410	8.6	113,100
Galway	149,223	172,018	15.3	43,200
Leitrim	28,360	27,609	−2.6	5,400
Mayo	109,525	114,766	4.8	30,900
Roscommon	53,519	54,543	1.9	15,300
Sligo	50,275	55,474	10.3	15,300
ULSTER (part of)	207,204	230,159	11.1	62,300
Cavan	52,618	53,855	2.4	15,100
Donegal	105,344	125,112	18.5	33,400
Monaghan	46,242	51,192	10.7	13,800

**Excluding Dun Laoghaire Borough*

The straw and the craftsmen to lay it down are now in short supply, and more fuel-efficient slate has taken over as the standard roofing material.

Income and Consumption

The shift toward greater urbanization and away from agriculture, especially since World War II, has brought with it improved pay in the industrial sector. Average weekly industrial earnings in 1979, according to the government, amounted to a little more than 85 sterling. For 1982, according to Central Bank of Ireland data, men's average weekly earnings in sterling were 148.66 and women's were 88.63.

Food purchases take about 29 percent of the average urban household budget, with education, medicine, insurance pension premiums and other services claiming the second largest share, about 17 percent in 1978. In third place is transportation at 13 percent, followed by housing and clothing, each at about 8 percent. About 5 percent of the Irish urban household budget goes for alcoholic beverages.

Despite the fact that the afternoon hours when pubs are closed are referred to as "holy hours," the much-heralded Irish weakness for drink is probably an exaggeration. In the last decade alcoholism was ten times higher per capita in Britain and even now France has a more severe problem with alcoholism.

The Irish pub is populated at the midday hours, and from early evening until 11 p.m. closing time, but the atmosphere is one of conversation and socializing. Perhaps that is because the Irish, with their reputation as inveterate talkers and storytellers — about 55,000 regularly speak Irish, not Gaelic, as visitors are wont to call the second official language — do not have many telephones. Compared with 78.7 telephones per 100 people in the United States, 50.7 in the United Kingdom, and 36.3 in Italy, Ireland in 1982 had only 20.8 telephones per 100 persons.

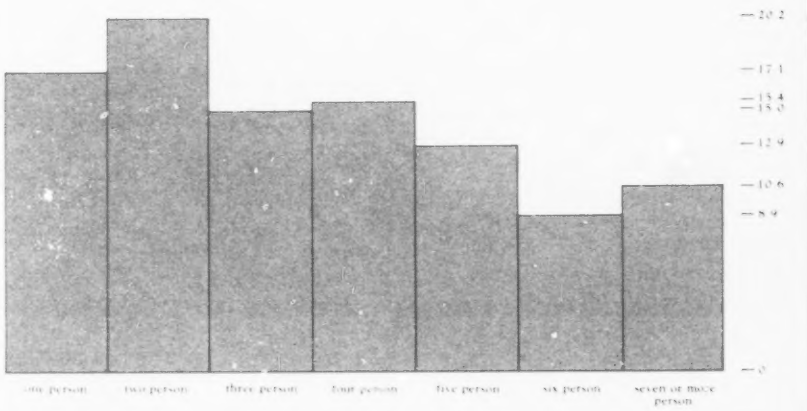
Car ownership has risen steadily over the past two decades, reaching about 800,000 private car registrations by 1980. In 1979, about 95 percent of homes had television, 86 percent a refrigerator, 52 percent one or more cars, and 65 percent a washing machine. Note that if a household owns a car, it is likely to have two of them.

Labor Force

The 1981 census was Ireland's first to include a question about principal job status, requiring the respondent to check one of eight categories. Caution is advised when comparing census labor force figures with those from the intercensal Labor Force Survey. The occupational categories in the census are similar except for slight word changes to the 1977 and 1979 surveys, but methodologi-

Households by Size in Ireland

(in percent)



Source: Central Statistics Office Census Population of Ireland, 1981

Occupation of the Employed, by Sex: 1981

(in 000s)

Occupational Group	*Males*	*Females*	*Total*
Farmers	131.9	8.1	139.9
Other agricultural workers, forestry workers and fishermen	48.1	3.1	51.1
Producers, makers and repairers	217.3	39.1	256.4
Electrical and electronic workers	*30.0*	*5.4*	*35.4*
Engineering and related trades workers	*57.8*	*2.5*	*60.4*
Woodworkers	*22.4*	*	*22.9*
Leather, leather substitute, textile and clothing workers	*12.2*	*17.6*	*29.8*
Food, beverage and tobacco workers	*15.6*	*4.8*	*20.4*
Paper and printing workers	*6.3*	*2.5*	*8.7*
Workers in other products (including mining, quarrying and turf)	*17.3*	*3.7*	*21.0*
Building and construction workers (including painters and decorators, operators of cranes, stationary engines and excavators)	*41.4*	*	*41.8*
Foremen and supervisors of manual workers	*14.4*	*1.7*	*16.2*
Labourers and unskilled workers (n.e.c.)	55.5	2.5	58.0
Transport and communication workers	57.3	6.2	63.5
Warehousemen, storekeepers, packers and bottlers	15.6	5.3	20.9
Clerical workers	35.9	97.2	133.1
Proprietors and managers	26.3	9.3	35.5
Shop assistants and barmen	26.8	28.4	55.2
Other commercial workers	21.6	1.8	23.4
Professional and technical workers	81.2	77.4	158.6
Service workers	38.1	48.0	86.0
Administrative, executive and managerial workers	41.4	6.4	47.8
Others (including not stated)	18.5	2.6	21.1
Total	**815.5**	**335.3**	**1,150.7**

* less than 1,000

Industry of the Employed, by Sex: 1981

(in 000s)

Industrial Group	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	177.7	11.8	189.5
Mining, Quarrying and Turf Production	10.3	*	10.9
Manufacturing Industries	174.0	65.1	239.1
Food, beverages and tobacco	*42.5*	*12.3*	*54.8*
Textiles, clothing, footwear and leather	*17.4*	*20.4*	*37.8*
Wood and wood products	*13.0*	*1.1*	*14.1*
Paper, paper products, printing and publishing	*12.5*	*5.3*	*17.9*
Chemical, rubber and plastic products	*16.5*	*5.0*	*21.5*
Glues, pottery and cement	*12.6*	*2.2*	*14.8*
Metals, metal products and machinery	*44.6*	*14.6*	*59.2*
Other manufacturing industries (incl. transport equipment)	*14.8*	*4.2*	*19.1*
Electricity, Gas and Water Supply	12.3	1.6	13.9
Building and Construction	93.2	3.6	96.9
Commerce	108.5	53.8	162.4
Wholesale distribution	*34.3*	*8.4*	*42.6*
Retail distribution	*74.3*	*45.5*	*119.7*
Insurance, Finance and Business Services	21.6	21.3	42.9
Transport, Communication and Storage	56.3	11.6	67.9
Public Administration and Defence	56.4	23.2	79.6
Professional Services	68.3	102.5	170.8
Personal Services	20.1	31.0	51.1
Other Industries or Industries not Stated	16.7	9.1	25.8
Total all Industries	**815.5**	**335.3**	**1,150.7**

* *less than 1,000*

cal changes may affect comparability. In addition, the intercensal Labor Force Survey is based on a "usually resident" population, a different residential classification than the census uses.

The 1981 census found 1,150,700 people at work, or about 33 percent of the population. Of those working, 29 percent were women. In addition, another 132,600 people said they were either looking for their first job or were unemployed. Respondents were allowed to choose a category called "home duties." There were 635,000 women and 3,100 men who said they were occupied at home duties.

Of the 335,300 women in the labor force, nearly 64 percent are single. The highest labor force participation rate is among the younger women — probably a result of having no or fewer children and of the

NORTHERN IRELAND: LONDON'S POOR RELATION

In Britain, average weekly household income during 1982 increased 5.5 percent and household spending on the average amounted to the equivalent of about $95. In Northern Ireland, where average weekly working hours and wages reportedly are the lowest in the United Kingdom, spending is less than half that figure and chronic unemployment in urban areas and in pockets along the border with The Republic holds back earnings severely. The comparisons are the British government's own, released at the end of 1983.

Prices are said to be 8 percent higher in Northern Ireland than on the mainland, as the Irish call Britain. However, prices are even higher south of the border, prompting a steady stream of shoppers into Northern Ireland from The Republic. A television set in Northern Ireland is the equivalent of 100 Irish sterling cheaper than in The Republic, and a bottle of whiskey 2 sterling less.

The average family food budget in Northern Ireland, according to the year-end report from Britain, was close to 30 sterling a week in 1982. Infant mortality in the six northern countries is said to be the highest in the United Kingdom. Half the private dwellings in the capital city of Belfast allegedly are unfit for habitation.

Northern Ireland, it can be said, is Britain's poorest relation, with "the troubles" only partially defined by IRA activities, a British army presence, and what many see as a political-religious war that to date has left more than 2,000 dead and thousands injured. Unlike their overwhelming majority in The Republic, Roman Catholics make up less than one-third of Northern Ireland's population.

The British dominate investment in Northern Ireland, an area of 5,459 square miles. All finance capital and 75 percent of manufacturing capital is in British hands — as is more than 30 percent of all foreign investment in The Republic.

Northern Ireland's economy is shakey. "The troubles" work against industrial development incentive schemes. Britain takes the bulk of Northern Ireland's industrial output and often acts as a conduit for exports going to other countries — a trading pattern which tends to mask precise trading figures.

United Ireland advocates say scornfully that the theme of a recent industrial development board advertising campaign — "The highest return on investment in Europe. Consistently, year after year." — owes more to Dickensian working conditions than to business vitality. Those same advocates cite another setback in mid-December when Prime Minister Margaret Thatcher scuttled a European Assembly initiative calling for a London-Dublin commission to deal with resolving the complicated troubles of the poor relation. •

—Peter Inserra

generational differences in labor force attachment that exist in all modernized countries.

About 21 percent of the work force is employed in manufacturing, with the highest number of workers found in the manufacture of metals, metal products and machinery, food, beverages, and tobacco. Textiles, clothing, footwear, and leather provide jobs for 37,800 — some of whom are involved in the cottage industries of knitting sweaters and other clothing items at home.

After manufacturing, the three industrial groups that provide the most employment are agriculture, forestry and fishing (16 percent); commerce — primarily retail and wholesale distribution (14 percent); and professional services (15 percent).

The largest occupational groups are producers, makers and repairers (22 percent of the labor force); farmers (12 percent); clerical workers (11.5 prcent); and professional and technical workers (14 percent).

Education

School attendance is compulsory for children aged 6 to 15, but they usually attend infant schools before age 6. In 1979-80, there were more than 565,000 students in primary schools. School enrollment has increased steadily since 1960.

Over 90 percent of secondary schools provide a free education. In the school year 1979-80, there were 199,064 students in these high schools. An additional 82,000 students were in comprehensive and community schools that provide a secondary education and practical vocational courses, or in a strictly vocational school. Universities and colleges enrolled 38,890 students the same year.

Information Sources

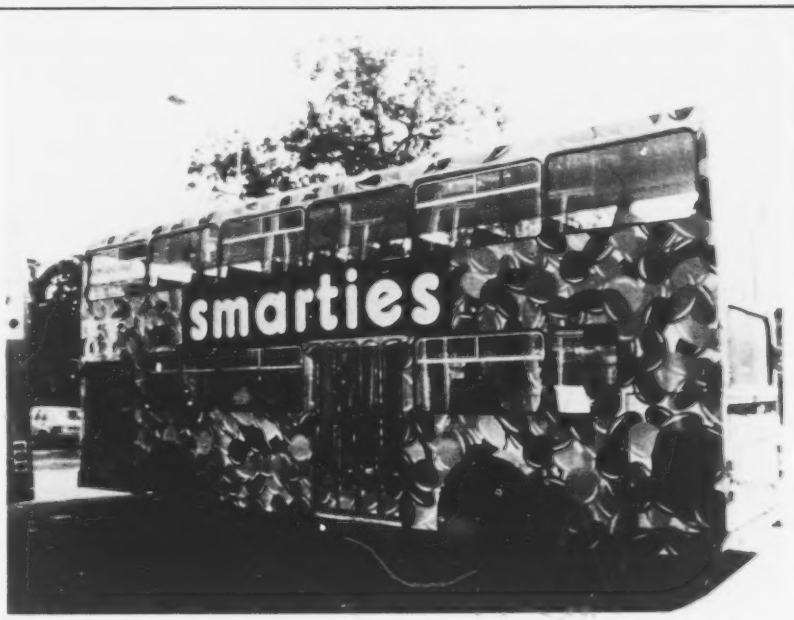
To date, three census documents have been issued by the government printing office. A preliminary report (October 1981) is limited primarily to population change. "Volume I" (September 1982) is a refinement of the preliminary report. A report on the 5 percent sample containing estimates of age, marital status, and the labor force was issued in March 1983. A follow-up report on housing characteristics in a 5 percent sample of households was planned for summer, but had not appeared in late fall. In all, 12 census volumes were planned.

Census documents can be obtained from the Government Publications Sale Office, Sun Alliance House, Molesworth Street, Dublin 2, Ireland. Prices range from 90 pence to 1.35 sterling. Irish embassies and consulates in large cities may also have the documents for examination.

A series of economic and financial publications is issued at intervals by the Central Bank of Ireland, P.O. Box 559, Dame Street, Dublin 2, Ireland.

The Irish Department of Foreign Affairs, Dublin, makes available, usually at no charge, a range of useful publications, including its "fact sheets" which are an excellent, quick reference. Among the topics are basis statistics, the economy and living standards, and taxation.

An Administration Yearbook and Diary, published by the Institute of Public Administration, includes informative charts, graphs and tables on the Irish market, compiled from data collected between July and October 1983. Order it from Institute of Public Administration, Vebemont Hall, Clonskeagh, Dublin 6, Ireland.



In Ireland, as in many European countries, buses are creative advertising space.

Irish Business, a monthly magazine covering all aspects of the country's commerce and economy plus articles of general interest to businesspeople, is available for a yearly rate of $27.50 equivalent Irish sterling. Order from: *Irish Business*, Unit 3, Glenageary Office Park, Glenageary, County Dublin, Ireland. ■

—Peter Inserra

Peter Inserra is International Demographics' Paris Correspondent.

BANKING'S MARKET

Ireland's demographic data bank is likely to take on increasingly sophisticated dimensions in the near future because its financial institutions are increasing their research orientation.

Kevin O'Shaugnessey, research director of the Allied Irish Banks, told last year's congress of the European Society for Opinion and Marketing Research, "We're moving well beyond conventional financial bases in our research. I think management is aware now that much of our future growth and ability to offer expanding services is going to depend in large measure on our capacity to generate more broad-based definitive market research." ■